

determining a suitability of said participant based upon said participant metrics, wherein said participant is not permitted to enter said program if said suitability is below an established threshold.

15. The machine-readable storage of claim 9, further comprising the steps of:

selecting a digital coach from among a plurality of digital coaches, each digital coach having a simulated personality; and

interacting with said participant throughout said program via said selected digital coach.

16. The machine-readable storage of claim 9, further comprising the step of:

intermittently determining a progression of said participant; and

suspending said participant from said program when said progression falls below an established minimum threshold.

17. A system for establishing personalized wellness programs comprising:

a participant data engine configured to securely store participant metrics;

a program engine configured to establish and maintain personalized wellness programs for program participants, wherein each wellness program is customized for a participant based upon said participant metrics, said wellness programs including a plurality of progressive stages, at least a portion of said stages requir-

ing a mental milestone to be achieved before successful stage completion and at least a portion of said stages requiring a physiological milestone to be achieved before successful stage completion; and

a coach engine including a plurality of digital coaches, each coach having an associated appearance, simulated personality, and coaching style, each participant accessing said system having a selected digital coach that guides the participant through a wellness program established for that participant.

18. The system of claim 17, further comprising:

a college tool configured to provide electronically administered lessons used to help program participants achieve designated milestones.

19. The system of claim 17, further comprising:

a nutritional laboratory tool configured to teach participants about scientific concepts concerning nutritional aspects relating to food.

20. The system of claim 17, further comprising:

a gym tool configured to provide personalized exercise programs.

21. The system of claim 17, further comprising:

a library tool configured to provide access to electronic books that have been specifically identified as beneficial for a participant's wellness program.

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